

THE FINEST DRY CLEANING AT LOWEST PRICES!

- PANTS
- CAPRIS
- SWEATERS
- SKIRTS
- BLOUSES
- SHIRTS

39¢ EACH PLAIN

- DRESSES
- COATS
- SUITS
- ROBES

79¢ ea.

DRY CLEANED & PRESSED—Plain

- SHIRTS
- DRESS & WORK LAUNDERED

23¢ ea.

PACIFIC COAST HWY. AT CRENSHAW - TORRANCE

LEONARDS

Architectural Development Department Organized Here

Announcement has just been made for a new architectural development department for the paint division of the Pittsburgh Plate Glass Co., 465 Crenshaw Blvd., which will be headed by Norman C. Hanson. Hanson has been a resident of California for 25 years and has wide background in the paint manufacturing, merchandising, application, and various facets of the paint and coatings field.

According to J. L. Geraghty, sales manager, Southern California trade sales, the new department will be in operation immediately and be of service to the architectural and engineering field in Southern California. Hanson attended Sioux Falls College in Sioux Falls, S.D., is married and has three daughters, and is active in civic and fraternal organizations in this area.

May the kingdom of God within you,—with you always,—reascending, bear you outward, upward, heavenward.—Mary Baker Eddy.

Advertising Consultant Seeking Right Entertainer - Found One

Looking for a new way to relax from a 40-hour-week spent wishing your vice president would keep his mouth shut?

How about spending an evening watching a local executive sing for your supper?

When most vice presidents open their mouths beautiful music is the last thing you'd expect. But beginning this weekend the stage at Caesars Restaurant, 4111 Pacific Coast Hwy., which usually holds such star vocalists as Lucy Ann Polk and June Christy, will be occupied by a widely known South Bay advertising executive heading a new musical group known as the Romans III.

Patrick La Canfora, vice president of Shell Advertising Agency, Port of Los Angeles, opens tonight for a two-week stint as the featured vocalist at the new Caesars Restaurant on Palos Verdes Peninsula's Resort Row.

BACK IN THE mid-fifties La Canfora was a recording star for Liberty Records and toured the nation's top night spots as popular vocalist "Romnie Mason."

In recent years he has confined his vocal activities to the creation of radio and television singing commercials.

Several weeks ago he was asked by the management of Caesars' to make suggestions for a type of entertainment that would be uniquely appropriate to the plush Roman atmosphere of the Caesars dining room.

LA CANFORA suggested Mediterranean-style music — accordians, an Italian male vocalist, a repertory thick with the atmosphere of the Riviera. "Like exactly?" he was asked.

"Like this," said La Canfora, the advertising consultant, proceeding to demonstrate.

The suggestion appealed to Caesars' management and the search was launched for the kind of singer La Canfora had demonstrated. After numerous auditions it was finally discovered that the best La Canfora-type music came from a genuine La Canfora. Thus, Caesars' advertising consultant became Caesars' featured vocalist.

JOINING WITH La Canfora are three of the outstanding musicians he has used to produce his radio jingles.

Dennis Zuvich, pianist and accordionist, who has played with such famous groups as Collegiates is the first member of the Romans III.

Second member of the trio is Bob Mitchell, guitar, who has been featured with the Dupont TV Show and at the Las Vegas Tropicana. Marshall Adams is bass player.

La Canfora says he's looking forward to the direct-audience contact again after years of singing in the recording studio.

Only one thing about the situation gives him pause. Last week he recommended to another client the employment of a flag-pole sitter.

"New they want a demonstration," he worries.

LEONARDS

"SHOPPING the LEONARDS WAY IS LIKE A RAISE IN PAY!"
PRICES EFFECTIVE FEB. 7 THRU 13

DISCOUNT MARKET

YOU'LL EAT BETTER — at LESS COST!

TREMENDOUS SAVINGS EVERYDAY ON EVERY ITEM!



ALL STAR — 15 OZ. LOAF WHITE OR WHEAT BREAD 3 LOAVES FOR 69¢	RANCH FRESH — GRADE A EXTRA LARGE EGGS 43¢ DOZ.	TABLE BRAND SLICED BACON 3 LBS. \$1 or 39¢ lb.	SPRECKLES 5 LB. BAG SUGAR 49¢	U.S. NO. 1 RUSSET POTATOES 8 LB. BAG 29¢
---	--	---	--	---

LOW - LOW — LOW — LOWER PRICES ON EVERYDAY FOOD ITEMS

STAR KIST—LIGHT CHUNK TUNA 4 1/2 OZ. CAN 41¢	C.H.R. MAYONNAISE 24 OZ. JAR 35¢
KRAFT'S—SLICED—NATURAL SWISS CHEESE 6 OZ. PKG. 31¢	ALL STAR CATSUP 14 OZ. BOTTLE 21¢ 25¢
MANHATTAN FRANKS 1 LB. PKG. 39¢	PARAMOUNT—Choc., Van., Straw., Neopolitan ICE CREAM 1/2 GAL. 49¢
ROSEDALE—QUARTERED PEARS 2 1/2 CAN 19¢	BANQUET FROZEN DINNERS 11 OZ. SIZE 39¢
LEONARDS DETERGENT GIANT SIZE 49¢	ROCKWOOD CHOCOLATE BITS 21¢ 25¢
LEONARDS SALAD OIL 24 OZ. BOTTLE 29¢	CREST—5 OZ. TOOTH PASTE REG. 69¢ SIZE 49¢

WHY PAY RETAIL? "SHOP and COMPARE"
CORNER OF CRENSHAW BLVD. & PACIFIC COAST HWY. IN TORRANCE

Hearing Set For Western Ave. Setback

A proposed building setback line on the east side of Western Avenue between 207th and 208th Streets will be the subject of a Los Angeles City Planning Commission public hearing at 1 p.m., Monday, at the Wilmington Branch City Hall, 411 Neptune Ave.

Property owner Lois J. Anderson has requested that a 15-foot front setback be established in connection with a proposed multiple-dwelling development. This block is classified in the R-3 — Multiple Dwelling zone permitting apartment construction.

Without the proposed building line a greater setback would be required because of the existing setback of other buildings in the block.

The hearing will be conducted by an examiner designated by the Planning Commission. Following the hearing a report will be submitted to the Commission and, if favorably recommended, final action will be up to the City Council.

Elks Lodge Sets Annual Charity Ball

The Torrance Elks Lodge will hold its annual charity ball, Saturday evening at the Lodge Home.

Dancing will be to the music of the popular Ray Dietrich orchestra. All members and their guests are urged to attend.

The evening will also commemorate the eighth anniversary of the lodge, which was instituted Feb. 19, 1955.

My Neighbors

